



## WORLD SURFING RESERVE STEWARDSHIP PLANNING TEMPLATE

### I. Intro /Executive Summary

### II. About XXXXXX WSR

- a. Why the WSR was picked?
- b. Criteria
  - i. Surf Quality and Consistency
  - ii. Environmental Characteristics
  - iii. Surf Culture and History
  - iv. Local Capacity
    1. Local Stewardship Council
- c. About WSR / Dedication
- d. Area and Protections
  - i. Map

### III. Stewardship Plan

- a. Reserve Mission and Vision
- b. Conceptual Model: **Example Attached**
- c. Threats /Issues in the Reserve
  - i. Ex: Water Quality
    1. Hotspots
    2. Root Causes
  - ii. Ex: Trash and Marine Debris
    1. Hotspots
    2. Root Causes
  - iii. Ex: Sea level rise / Coastal Erosion
- d. Goals and Objectives:
- e. Action Plan (or flow charts): **Example Attached**

### IV. Fundraising Plan

- a. Funding Goals
  - i. Strategies
- b. Budget

### V. Outreach and Communications Plan

- a. Audience
- b. Brand Assets / Trademark
  - i. Logo
  - ii. Hashtag
  - iii. Facebook
  - iv. Website

### Annex (Optional):



# World Surfing Reserves

A Program of Save The Waves Coalition





## EXAMPLE ACTION PLAN: Santa Cruz WSR

<b>ACTION PLAN EXAMPLE: Threat: High Bacteria at Cowells beach</b>					
<b>Goal: Improve WQ at Cowell's Beach</b>					
<b>Root Cause</b>	<b>Objective</b>	<b>Strategy</b>	<b>Actions</b>	<b>Outcomes</b>	<b>Responsible</b>
Anthropogenic sources of bacteria (E.coli) - Sewer/Septic Infrastructure					
	1) Reduce anthropogenic sources of bacteria derived from sewer/septic infrastructure.	A) Improve septic and private lateral infrastructure	<b>1. Investigate regulatory and incentives policy interventions to upgrade private laterals.</b>	Remove Cowell's from top of Heal the Bay list, by April 2015	CWG
			<b>2. Investigate dry weather run-off diversion to the waste water treatment plant.</b>	Remove Cowell's from top of Heal the Bay list, by April 2015	CITY
		B) Improve information flow and data sharing about Cowell's water quality to community.	<b>1. Establish data hub and information portal for Cowell's issue.</b> Coordinate with Santa Cruz Waves team and WSR partners to provide the informational platform.	Data shared on Santa Cruz Waves by 2015	STW
			<b>2. Create warning area under wharf where water quality is most impacted.</b> Work with County and city to implement based on WQ data.	Remove Cowell's from top of Heal the Bay list, by April 2015	Remove Cowell's from top of Heal the Bay list, by April 2015
		C) Streamline Cowell's interventions amongst key WSR partners for greater impact.	<b>1. Create a Cowell's Beach working group to meet regularly on the issue.</b> Convene local stakeholder groups and establish regular meetings.	Group will meet at least once a quarter.	Group will meet at least once a quarter.



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			<b>2. Create branded #cleancowells campaign with STW, Surfrider, and, CWC.</b>	Remove Cowell's from top of Heal the Bay list, by April 2015	Remove Cowell's from top of Heal the Bay list, by April 2015
	2) Improve understanding of sources of bacteria.	A) More source tracking investigation and monitoring sites.	<b>1. Support partners in conducting source tracking investigations.</b>	Remove Cowell's from top of Heal the Bay list, by April 2015	Remove Cowell's from top of Heal the Bay list, by April 2015
			<b>2. Establish additional water monitoring site in Cowell's surfing lineup.</b>	Remove Cowell's from top of Heal the Bay list, by April 2015	Remove Cowell's from top of Heal the Bay list, by April 2015